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**Western European Travel  
To Canada and Ontario**





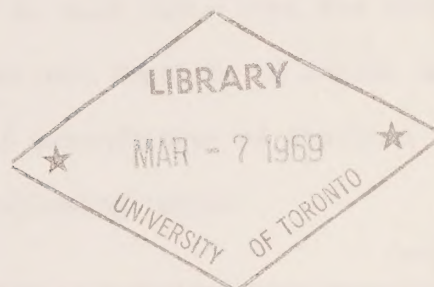


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REPORT NO. 27

WESTERN EUROPEAN TRAVEL TO CANADA  
AND ONTARIO

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Toronto, Ontario June, 1967



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WESTERN EUROPEAN TRAVEL TO CANADA  
AND ONTARIO

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1. The expenditures of Overseas tourists to Canada is increasing at a steady but rapid rate, as shown below:

1960	\$45 millions (*)
1961	\$47 "
1962	\$50 "
1963	\$60 "
1964	\$72 "
1965	\$87 "
1966	\$110 "

At this point, however, it should be made clear that the ratio of increase of expenditures of Overseas tourists to Canada has surpassed the ratio of increase of expenditures of American tourists, as illustrated in the following table:

(\*\*)

Year	Expenditures of U.S. Tourists to Canada		Expenditures of Overseas Tourists to Canada	
	\$ Million	Index 1960 = 100	\$ Million	Index 1960 = 100
1960	\$375.1	100.0	\$45	100.0
1966	730.0	194.6	110	244.4

(\*) (\*\*) Source: Dominion Bureau of Statistics



# ESTIMATED FUTURE TRAVEL TO CANADA AND RETURN

1. The estimated number of foreign tourists in Canada is increasing at a steady but rapid rate as shown below:

1960	145 million
1961	147
1962	150
1963	152
1964	155
1965	157
1966	160

At this point, however, it would be more than likely that the rate of increase of expenditures of foreign tourists in Canada has increased the ratio of foreign of expenditures of foreign tourists, as illustrated in the following table:

Year	Expenditures of U.S. Tourists in Canada		Expenditures of Foreign Tourists in Canada	
	1960 = 100	1961 = 100	1960 = 100	1961 = 100
1960	100.0	100.0	100.0	100.0
1961	103.0	104.0	110.0	115.0

(\*) (a) Source: Canadian Bureau of Statistics

The relationship between expenditures of U.S. and Overseas tourists in Ontario in 1966 was as follows:

(\*)

<u>Country of Origin</u>	Expenditures in Ontario in 1966	
	\$ Million	In Per cent
U.S.A.	\$408.8	87.0
Overseas	61.1	13.0
Total Expenditures	\$469.9	100.0%

In conclusion, it should be mentioned that 67.82 per cent of Overseas tourists originated in Western Europe, and in all probability approximately 68.0 per cent of all Overseas tourist expenditure in Canada is generated by these tourists.

(\*) Source: Dominion Bureau of Statistics





2.

Ontario's Share of Overseas Travel

Examining the total number of overseas visitors to Canada and Ontario in 1966, a more detailed picture is obtained:

(\*)

	Overseas Visitors to Canada	Overseas Visitors to Ontario	Ontario's Per cent of Total
Direct Overseas Arrivals to Canada	149,502	66,861	44.72
Overseas Arrivals to Canada via U.S.	261,261	161,172	61.69
Total Arrivals -	410,763	228,033	55.51

showing that Ontario receives 55.5 per cent of the total number of Overseas tourists to Canada.

(\*) Source: Dominion Bureau of Statistics

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4.

Economic Impact

From statistics quoted above, it was seen that 410,763 Overseas tourists spent \$110 million in Canada, an average of \$268 per visitor.

Of this total number of overseas tourists, 228,033 visited Ontario and spent  $(228,033 \times \$268)$  approximately \$61.1 million.

Taking into account the economic multiplier (which in Ontario is approximately 2) the expenditure of \$61.1 million by Overseas tourists generated an economic activity of approximately \$122.2 million.

Again, considering that 31.4 per cent (\*) of the Gross National Product is taxed by three levels of government the economic activity (synonymous with the Gross National Product) of \$122.2 million also entails a total tax revenue of approximately \$38 million. Ontario's share of this tax alone, would be approximately \$12 million.

(\*) Source: Estimated by the Ontario Department of  
Economics and Development.





5. Development of Overseas Travel to Ontario

In the near future, the use of Jumbo Jets and other types of super-sized aircraft will in all probability, lower the cost of transoceanic flights and further facilitate overseas travel to Ontario.

With the arrival of "the Great Age of Mobilism" and with the positive and hopefully, lasting effects of Expo '67, we may expect an even greater increase of overseas travel to Ontario to the rest of Canada.

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Conclusion

All of these facts must be taken into account for the further procreation of Ontario as a tourist area and to obtain the full economic benefits of world-tourism. Overseas expenditures in Ontario already represent 13 per cent of total foreign tourist expenditures, and is increasing at a more rapid rate than that of the U.S. expenditures in the province. There are sound indications that this will continue to increase even more rapidly in the future.

It would appear to be advisable to intensify our promotion of Ontario in Western Europe, the main generator of overseas travel to the province.









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